**CHAPTER 1**

**Why Study Intercultural Communication?**

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**Chapter 1: Learning Objectives**

As a result of reading Chapter 1 and participating in related class discussions and activities, your students should be able to

1. Discuss six practical reasons to study intercultural communication and offer specific examples for how the knowledge and skills you will gain can benefit you and others in diverse intercultural encounter situations.

2. Define the major characteristics of culture and use the iceberg metaphor to illustrate the three levels of the cultural knowledge required to fully understand a culture.

3. Embark on your intercultural learning journey with curiosity and move forward attentively to learn about cultural others’ beliefs and value patterns, communication styles, and intersecting identity complexity issues.

**Chapter 1: Brief Outline**

# Six Practical Reasons to Study Intercultural communication

## A. Impact of Technology on Everyday Intercultural Communication

### 1. Artificial intelligence (AI) significantly changing our work and lifestyles.

### 2. Technology changes the way we communicate; intercultural misunderstandings liable to happen.

## B. Global and Domestic Diversity Workforce

### 1. Billions spent annually on employee relocation overseas, often workers fail in overseas assignments.

### 2. Domestic diversity is increasing; foreign workers in the U.S. contribute much

## C. The “New Norm”: Non-Traditional Interpersonal Relationships (Relationship Development, Families, and Identity Complexity)

### 1. Intercultural intimate relationships increasing globally

### 2. Personal identity complexity: 14% U.S. infants are multiracial or multiethnic.

## D. Global Health Care Concerns and Opportunities

### 1. Concerns: globally graying world, living longer, lower birth rates, leading to “sandwich generation.”

### 2. Health Care industry need to take into account different multicultural value orientations towards caregiving.

## E. Personal Empowerment, Social Advocacy, and Social Justice

### 1. Question your own personal assumptions; self-empowerment begins with being accountable for our words and actions.

### 2. Social justice: equal access, participation, distribution of opportunities and resources.

## F. Inclusivity Reason: Increasing Self-Awareness and Other-Sensitivity

### 1. Use cultural-ethnic knowledge and communication skills to help cultural strangers feel welcomed.

### 2. You could have leadership role in multicultural teams, conflict situations, serving as a “cultural bridge”

# Culture: A Learned Meaning System

## A. **Culture**: definition describes a system consisting of patterns (beliefs, values, etc.) which are passed generationally and shared by its members (NOTE: bold terms are briefly described here; see textbook for actual definitions)

## B. Surface-level culture: Popular culture

### 1. Artifacts or systems that have mass appeal

### 2. Represents a surface slice of a complex, rich culture

## C. Intermediate-level culture: Symbols, meanings and norms

### 1. **Symbol**: language is a symbol system (NOTE: see textbook for definition of symbol)

### 2. **Meanings**: interpretations that we attach to a symbol

### 3. **Cultural norms**: collective expectations of proper or improper behavior

### 4. **Setting**, **interaction goal**, **relationship expectation**: these are terms used when considering the interaction scene

### 5. **Cultural competence skills**: includes cultural knowledge and skills

## D. Deep-level culture: Traditions, beliefs, and values

### 1. **Normative culture**: refers to the group membership level

### 2. **Subjective culture**: refers to individualized beliefs and values

### 3. **Culturally shared traditions**: includes rituals, ceremonies, etc.

### 4. **Culturally shared beliefs**: fundamental assumptions or worldviews

### 5. **Cultural values**: priorities that guide behaviors

# Updating Your (Virtual) Intercultural Passport

## A. Culture is a complex frame of reference.

## B. Acquiring deep-level intercultural knowledge and communication tools helps to avoid clashes and violations of another culture’s norms.

# Discussion and Practical Application Questions

# See textbook for questions which may be useful in reflecting on what you’ve learned.

**Chapter 1: Chapter Checkup**

**Check out the following cultural literacy quiz questions:**

**QuikTrendz 1.1**: Go online to [**QuikTrendz 1.1**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-1?previousFilter=tag_chapter-01) to see if you can name the three countries with the most Internet users. To see the top five, check out QuikTrendz 1.1 in the text.

**QuikTrendz 1.2:** What are the three countries with the highest Internet penetration rates. Go online to [**QuikTrendz 1.2**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-2?previousFilter=tag_chapter-01)to test your knowledge. To see the top five, check out QuikTrendz 1.2 in the text.

**QuikTrendz 1.3:** Go online to [**QuikTrendz 1.3**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-3?previousFilter=tag_chapter-01) to see if youcan name the top three most valuable global brands. To see the top five, check out QuikTrendz 1.3 in the text.

**QuikTrendz 1.4**: Go online to [**QuikTrendz 1.4**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-4?previousFilter=tag_chapter-01)to see if you can name the three U.S. states with the most racial or ethnic diversity compared to the U.S. as a whole. To see the top five, check out QuikTrendz 1.4 in the text.

**QuikTrendz 1.5:** Can you name the three U.S. states that are the most racially/ethnically homogenous? Test yourself online at [**QuikTrendz 1.5**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-5?previousFilter=tag_chapter-01)**.** To see the top five, check out QuikTrendz 1.5 in the text.

**QuikTrendz 1.6:** Can you name the top three countries of birth for foreign-born children adopted under age 18 in the U.S.? Go online to [**QuikTrendz 1.6**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-6?previousFilter=tag_chapter-01) to find out. To see the top five, check out QuikTrendz 1.6 in the text.

**QuikTrendz 1.7:** What are the top three states in which adoption of foreign-born children adopted under age 18 occurs in the U.S.? Go to [**QuikTrendz 1.7**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-7?previousFilter=tag_chapter-01)online to make your selections. To see the top five, check out QuikTrendz 1.7 in the text.

**QuikTrendz 1.8:** Go online to [**QuikTrendz 1.8**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-8?previousFilter=tag_chapter-01) and identify the three most generous GoFundMe states. To see the top five, check out QuikTrendz 1.8 in the text.

**QuikTrendz 1.9:** What are the three most downloadedYouTube videos of all time? Check your knowledge at [**QuikTrendz 1.9**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-9?previousFilter=tag_chapter-01)**.** Then, to see the top five, check out QuikTrendz 1.9 in the text.

**QuikTrendz 1.10:** Go to [**QuikTrendz 1.10**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-10?previousFilter=tag_chapter-01)to name the top three most downloaded APPS in the world? To see the top five, check out QuikTrendz 1.10 in the text.

**QuikTrendz 1.11:** Can you name the top three religions in the U.S.? Test your knowledge at [**QuikTrendz 1.11**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-11?previousFilter=tag_chapter-01). Then, check out QuikTrendz 1.11 in the text to find out the top 5.

**QuikTrendz 1.12:** Go to [**QuikTrendz 1.12**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-quicktrendz-1-12?previousFilter=tag_chapter-01) to identify the top three largest religious groups by global population. To see the top five, check out QuikTrendz 1.12 in the text.

**Chapter 1 Glossary-Matching Quiz**

Go online for[**Matching Quiz 1.1**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-glossary-matching-quiz-1-1?previousFilter=tag_chapter-01)**.**

Click for [**Matching Quiz 1.2.**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-glossary-matching-quiz-1-2?previousFilter=tag_chapter-01)

**Chapter 1: Practice Quiz**

Test your knowledge with the [**Chapter 1 Review Practice Quiz**](https://learninglink.oup.com/access/content/ting-toomey3e-student-resources/ting-toomey3e-chapter-1-review-prep-quiz?previousFilter=tag_chapter-01).

**Chapter 1: Class Handout**

Note: Your instructor may ask you to[**download,**](https://learninglink.oup.com/access/ting-toomey3e-student-resources#tag_chapter-01)print out, and/or e-mail the following class handouts for this chapter:

**Biographical Sketch**

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